



PROPOSAL KIT SAMPLE

Internet Cafe Startup Funding Sample Business Plan

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Maura Dennison
Director of Funding
PEI Development Fund
P.O. Box 1055
Charlottetown, PE C1A 7L8

Ms. Dennison,

We welcome this opportunity to submit our proposal to create an internet café in the community of Alberton.

As a resident of the area, you are aware of the limited access to the internet available in many locations. Opening an internet café in Alberton would extend access for residents and tourists alike in that area.

Our team has the experience and the vision to make this endeavor a success. We can quickly pay back the initial investment you make in our project. We're anxious to get set up before this year's tourist season begins, and we look forward to receiving your approval for funding soon.

Sincerely,

Claude Genet
Business Development Manager
Café Online
555-555-5555
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PROPOSAL

Requesting Funding for Café Online – Internet Café Startup

Prepared for: Maura Dennison
Director of Funding

Prepared by: Claude Genet
Business Development Manager



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EXECUTIVE SUMMARY

This proposal discusses the need to fund a new internet café in Alberton.

“Our internet café will serve both the local community and our tourists.”

The Objective...

To open an internet café in Alberton.

- 📶 Need #1: Greater internet access and available computers for the local community.
- 📶 Need #2: Greater internet access and available computers for tourists.
- 📶 Need #3: A safe and fun place for our young people to “hang out.”

The Opportunity...

Alberton currently has public internet access available only during limited hours at the local library, and only on four days per week.

- 📶 Goal #1: Make internet access and computer usage available seven days a week.
- 📶 Goal #2: Create an additional attraction for tourists.
- 📶 Goal #3: Host supervised networked gaming nights for teens.

The Solution...

Our internet café will serve both the local community and our tourists.

- 📶 Recommendation #1: Fund the initial two-year lease and modest remodel of the building at 492 Church Street.
- 📶 Recommendation #2: Purchase servers, routers, computers, printers, and associated peripherals for fast internet access and business computer usage.
- 📶 Recommendation #3: Set up our internet café in time for the tourist season this year, opening on May 1, 20xx.

Summary

This is an opportunity to set up a modest business that will benefit the residents, entrepreneurs, and tourists on our island.





COMPETITIVE ANALYSIS

Our competition is currently negligible in the Alberton area. Our small local population swells with tourists during prime vacation seasons and on weekends, and kids in particular are looking for internet access and activities. We believe our game nights will be a huge draw for this crowd.

Alberton Public Library

Our public library offers several computers for internet access and database research.

Hours are limited, individual usage is determined by how many are waiting to use a computer, and the library is closed three days a week.

CAP Site in Town Hall

This small government-funded Wi-Fi office has several computers available for public use, but only during limited hours on five days a week. The equipment tends to be outmoded and no instruction or supervision is offered.

Inns and B&Bs in the Alberton Area

Several of the inns and bed-and-breakfast facilities in our area have Wi-Fi service for their guests.

These spots serve only their own guests, and most offer only one computer for guests to use. We believe that our internet café will draw guests who need to conduct business or access email during their vacations, and our game nights will also draw guests from these accommodations.

Coffee shops and inns with Wi-Fi in other towns

Various other businesses offer Wi-Fi service on the island, but most are more than an hour's drive away and thus offer little competition.

Summary

Our internet café will be open seven days a week and will host networked gaming nights on Friday and Saturday evenings, offering tourists and locals a safe, entertaining place to socialize.





LOCATION ANALYSIS

We have determined that the vacant building at 492 Church St in Alberton is the perfect venue for the new Café Online. This building was formerly occupied by a small convenience store, and consists of 1200 square feet with plenty of electrical outlets, a unisex restroom, and a front counter. The only remodeling we would need to do is cleanup and painting, then set up tables with computers and printers and run new electrical connections out into the main room.

Primary Location

Location: This is on a main street close to the highway and to a bus stop. It will be easily found by locals and tourists alike.

Security: The parking lot and entry and exit doors are well lit by exterior lights. We will set up security cameras for extra protection.

Infrastructure: Alberton has adequate utilities and transportation services to support this enterprise.

Demographics: Alberton is a modest small town with a permanent population of less than 2000 and a good mix of ages and incomes. Because it's on the main route around the island, many visitors—especially tourists—use our services each year.

Access: The parking lot of this location can accommodate up to 20 compact cars, and street parking can accommodate more. The building is all on ground level, making it accessible for handicapped clients.

Competition: The only other venues in Alberton that offer internet access are the library and the CAP site in the Town Hall, both of which have extremely limited hours and are not open every day.

Marketing: We plan to advertise our new enterprise in the island newspaper for the first month we are open, but most people are likely to notice our signage on our new location and simply stop by. We will make an effort to reach out to the local schools, churches, bed-and-breakfast venues, and hotels, who will be happy to send clients our way.



COMMUNITY

Alberton is a small community in terms of permanent residents, and our sole public Wi-Fi areas are the local library and the CAP facility in the Town Hall, both of which have limited hours. It can be expensive and complicated to set up and maintain the latest hardware and software required to run modern applications. Many of our residents do not have computers in their homes and thus rely on limited public usage for access to the internet. This is a serious disadvantage for our citizens.

Other than occasional church-sponsored events, our local teens have no safe public place to gather and socialize. We plan to host networked gaming nights on Friday and Saturday evenings, and we believe that this will be a big draw for local teens and the children of tourists, too.

During our tourist season, our population often triples, and internet access is one of the most common requests from our visitors. This is a need that an internet café would fulfill.

We have no local computer repair or consulting service, and our management team will offer that.

Having a local internet café would be of tremendous benefit to both the local community and the tourists.

Community Involvement

Our local schools and library support our internet café

Our community knows how important internet access and computer knowledge is, so they have pledged to support and recommend our new business enterprise.

Our local businesses welcome our new enterprise

All businesses these days have computers, but to get service and support, most local business owners are forced to take equipment to Charlottetown or pay for a technician to drive all the way from the provincial capital. Local entrepreneurs are excited that our internet café experts will offer troubleshooting and repair services. We can also help with large print jobs and temporary loans of laptops if needed.

Local teens are eager to participate in our game evenings

We already have a mailing list of 72 individuals who want to be informed when we begin our networked gaming nights. We plan to sell punch cards at reduced prices to participants who want to attend repeatedly.

Community Benefits

📶 Our community will have greater access to the internet

We all know it's a global economy and education system, but lack of resources and connectivity make it hard for small communities like ours to participate. This will increase our community's exposure to the wider world.

📶 We offer inexpensive computer services for the community

Many of our citizens don't use computers often enough to have them in their own homes, and some would find it difficult to invest in a good computer and printer and pay monthly access costs. Our internet café offers these people an opportunity to use a computer and printer for a small fee. Citizens who already have computers will take advantage of our troubleshooting and repair services.

📶 The internet café will be a tourist draw

Nearly everyone on vacation wants to check their email or social network sites now and then. Often a business exec on holiday must write instructions or perform an urgent transaction online. And after a long day at the beach, teens get bored just sitting around a hotel with their parents. The internet café will draw in tourists as well as receive regular attendance from the locals.

Summary

Our community can't wait for our internet café to open for business.





SERVICES PROVIDED

The services provided by our new internet café would benefit both the local community and visitors passing through.

Computer and internet access for the public

There is a need for more computers and greater internet access in our community. Our internet café would serve this need for our local citizens and guests.

Temporary use of standard office software and printers

Sometimes our local businesses, students, or visitors passing through our community need a computer just for an hour or two to read email, write a report, print out a flyer, etc.

Supervised networked gaming

We plan to have supervised game nights two evenings a week to add to our community's entertainment options.

Computer consulting, troubleshooting, and repair services

Two of our three partners have extensive experience in selecting and maintaining computers. Therefore, we will offer these additional services to anyone who needs them, saving them hours of driving.

Nonalcoholic beverages and snacks

Although we plan to limit eating and drinking in close proximity to our equipment, we simply cannot be considered a social destination unless we offer coffee, tea, soft drinks, and snacks. These will be sold at our front counter for consumption in our waiting area, which will also hold a few small tables and chairs.

Notes

As we grow and become known in the community, we may choose to offer instruction in the use of various computer programs, or other services. We will maintain a Suggestion box at the front counter so people can share their wish lists with us.

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